

Wilmington demographics

- Estimated 2014 Wilmington population: 113,657
- 75.3% white; 19.8% African American; 5.6% Hispanic
- Wilmington residents with a Bachelor's Degree or higher: 39.1%

Community demographics

- Estimated 2014 New Hanover County population: 216,298
- New Hanover County ranks in the top 10 population of North Carolina counties
- Top three employers
 - New Hanover Health Network
 - New Hanover County Schools
 - Wal-Mart Stores

Local government authority

- General Assembly has absolute authority except as limited by state and federal constitutions
- Local governments may only do what state permits

Dillon's Rule

- Cities can only exercise these powers:
 - Those expressly granted
 - Those necessarily implied in or incident to those express powers
 - Those essential to accomplishing corporate purposes

City charters

- Cities are created by NC General Assembly, including city's charter
- Charters include city council structure, any local modifications of general laws

NC cities and counties

- Cities: centralized organizations
- Counties: highly decentralized with separate elected officials and important functions under operating control of other boards

Core city functions

- Police
- Fire
- Zoning
- Code Enforcement
- Streets
- Solid Waste Collection

Note: Wilmington and NHC both provide urban services (e.g. parks); however, water and sewer services for all of NHC are provided by Cape Fear Public Utility Authority (CFPUA).

County-only functions

- Public schools
- Community Colleges
- Public Health
- Mental Health
- Social Services
- Medical Examiner
- Deed Registration
- Tax assessment
- Elections
- Cooperative Extension

Council-Manager government

City of Wilmington governed by non-partisan City Council consisting of Mayor, Mayor Pro-tem and five Councilmembers.



Bill Saffo
Mayor



Margaret Haynes
Mayor Pro-tem



Kevin O'Grady
Council Member



Laura Padgett
Council Member



Charlie Rivenbark
Council Member



Dr. Earl Sheridan
Council Member



Neil Anderson
Council Member

Elections are held every two years. Mayor serves a two-year term; Council members serve staggered four-year terms.

Council-Manager government

- Most successful, popular form of government in cities over 10,000
- Nearly 2,500 U.S. cities operate under Council-Manager plan
- City Council generally meets first & third Tuesday of each month at City Hall

Council-Manager government

- Strengths of Council-Manager form of government (as opposed to “strong mayor”) include:
 - Council members have equal rights, obligations, opportunities
 - Power assigned to Council as a whole
 - City Manager must be responsive in providing day-to-day public services to citizens

Roles of City Council

- Appoints
 - City Attorney
 - provides legal advice
 - City Clerk
 - maintains official records
 - City Manager
 - carries out policy decisions of Council



Roles of City Council

- Establish city policy
- Act as legislative body
- Approve city budget



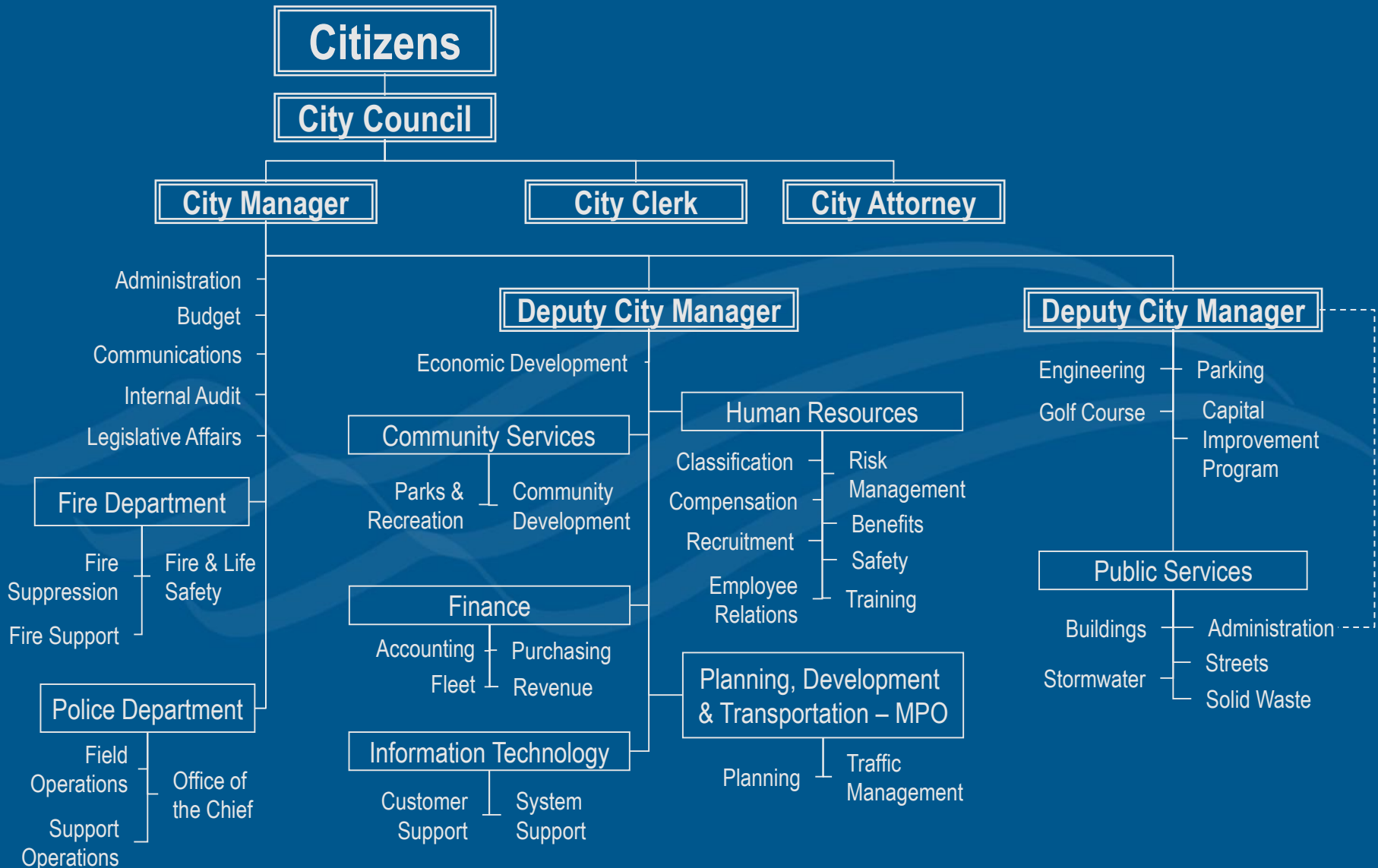
City Manager's role

- Four primary areas of responsibility:
 - Support City Council in decision-making
 - Serve, partner with community
 - Provide professional, effective leadership & management of city operations
 - Ensure public is provided with current, relevant information

City organization at a glance

- 11 departments
- 993 full-time employees
- Public safety is just over half of all city staff and 48% of budget (General Fund)
- City maintains approximately:
 - 407 miles of roads
 - 439 miles of sidewalks
 - 778 acres of parks and recreational facilities
 - 214 traffic signals and 20,000 signs

Organizational Chart



Mission statement

To provide quality services
that enhance the safety,
livability and prosperity
of our community

Core values

Service

We are here to provide quality service to the community, and the best measure of service is the satisfaction of those being served

Professionalism

Policies and regulations should be implemented with efficiency and impartiality

Respect

Every human being has value and deserves to be treated with dignity and respect

Integrity

Public employees should set the highest example of honesty and integrity in the performance of their duties

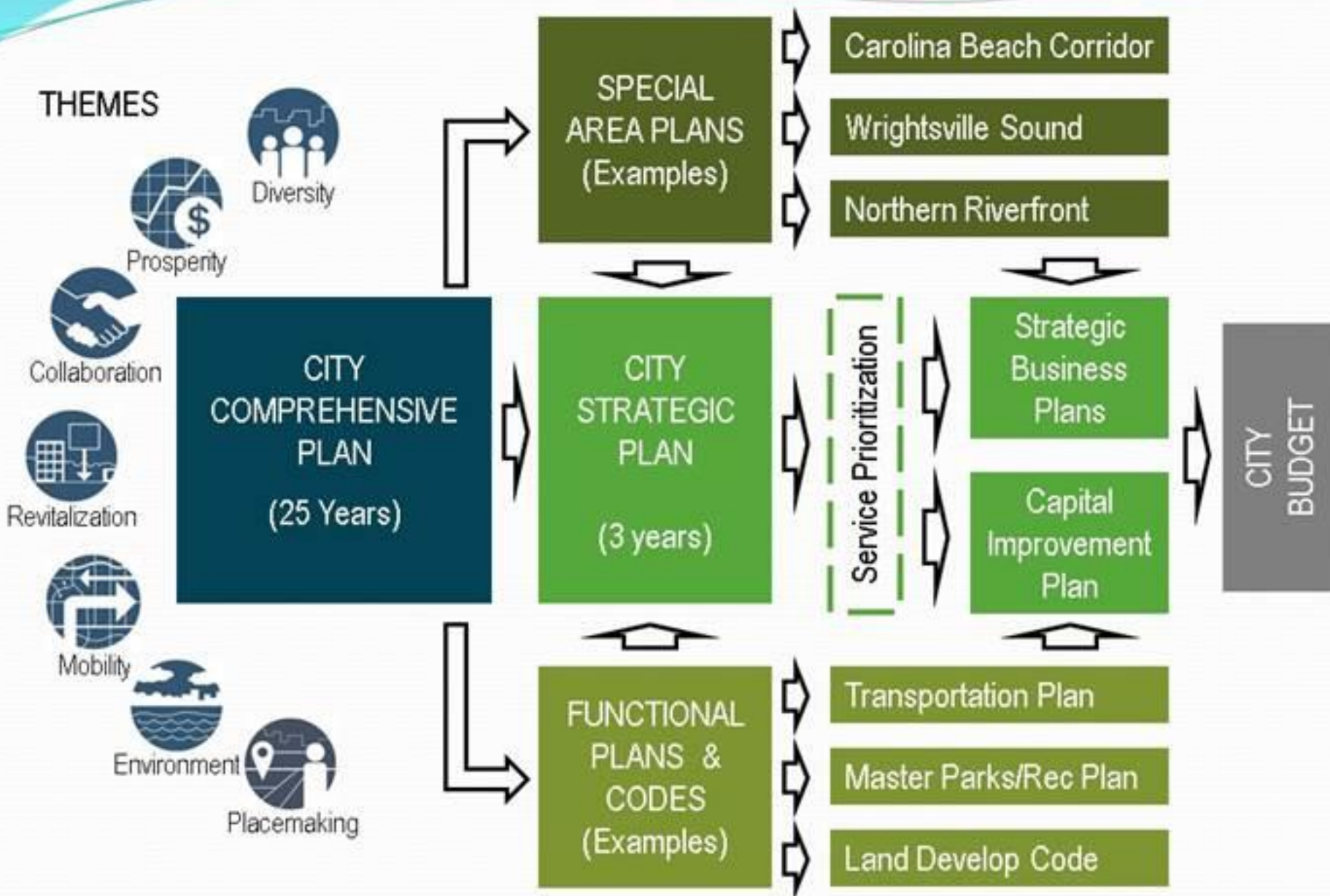
Safety

In this workplace, safety is an operational priority shared by management, supervisors and employees

Strategic plan – 6 focus areas

- Create a safe place
- Foster a prosperous, thriving economy
- Promote culture, arts and public spaces
- Support efficient transportation systems
- Engage in civic partnerships
- Provide sustainability & adaptability

Linking the City's Plans



Safe places



- Safe, inclusive community
- Neighborhood/area-based public safety and support services

Prosperous thriving economy



- Sustainable, regional economic growth
- Facilitate commerce
- Recruit, retain quality jobs

Culture, arts & public spaces



- Promote use of parks & public spaces
- Integrate with arts and cultural activities

Efficient transportation systems



- Manage traffic flow
- Promote diverse and alternative transportation
- Multimodal-focused transportation system

Civic partnerships



- Improve relationships
- Advance shared community goals
- Foster collaborative communications

Sustainability & adaptability



- Ensure financial, physical, social, environmental health
- Enhance capacity to respond to changes

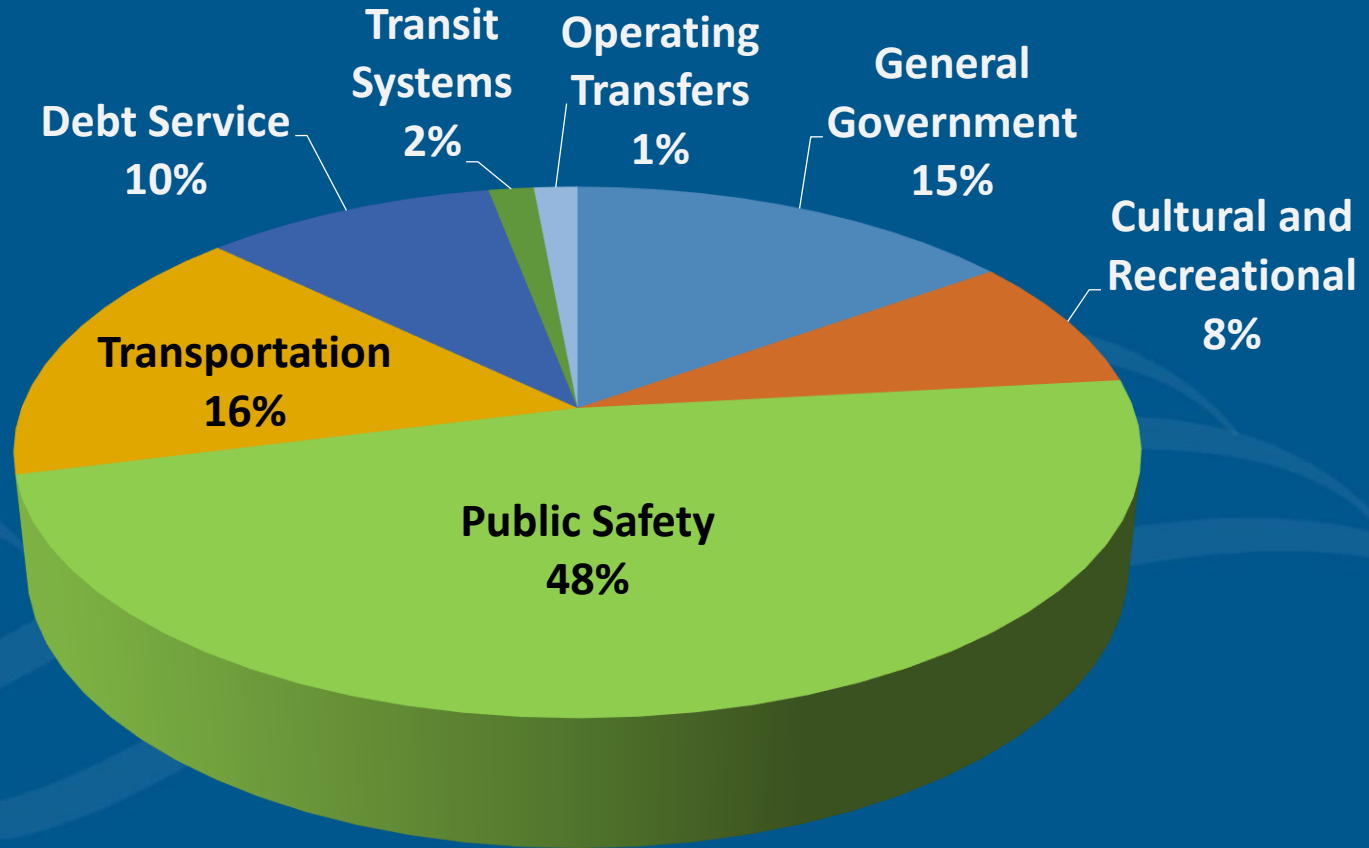
City budget at a glance

- Total budget = \$144 million
 - General Fund: \$95 million
 - Enterprise Fund: \$49 million

City funds/programs

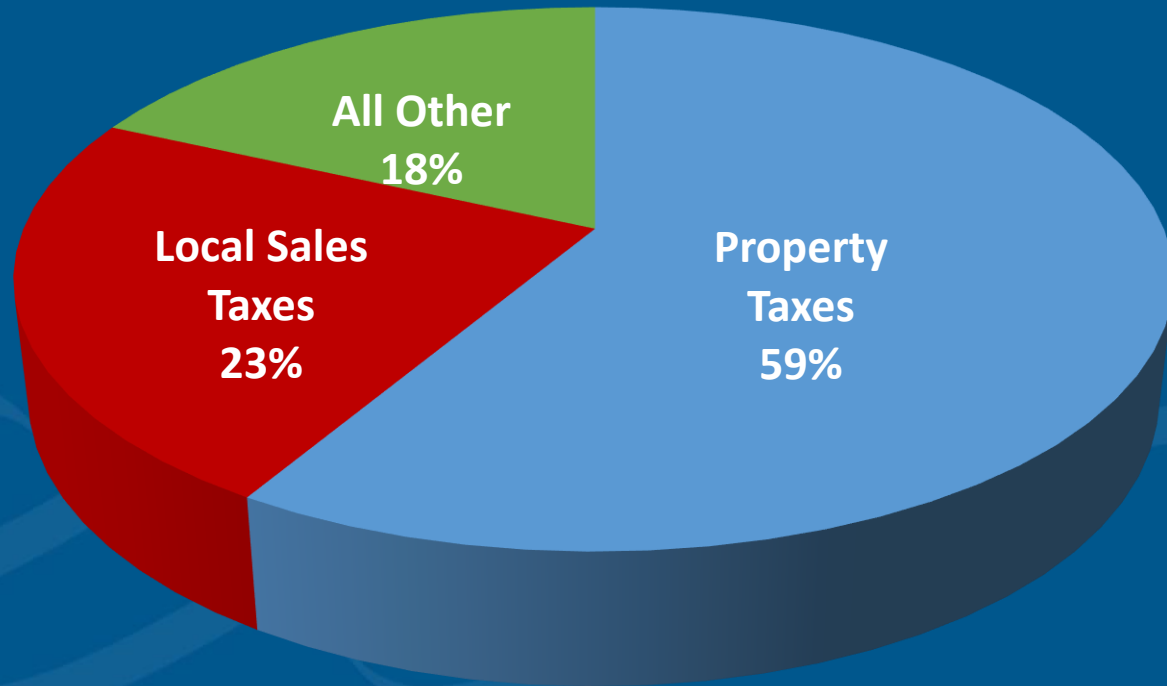
- General Fund (property taxes)
- Enterprise Funds (user fees)
 - Solid Waste
 - Golf Course
 - Parking
- Internal service funds
- Debt Reserve Fund
- Capital Improvements Program

What \$ pays for



In FY 2015-16, public safety and debt will consume almost 100% of the city's property tax collection

Where \$ comes from



Local sales taxes increasing as economy improves

Economic Reality

- Slow economic growth continues
 - Expanded local economy
 - Creative class entrepreneurial businesses
 - Increase in sales tax revenues

Budgetary challenges

- Loss of \$2.3 million privilege license tax revenue
- Other potentially damaging legislation under consideration in Raleigh (sales tax distribution)
- Limited revenue choices

Property taxes

- **FY 15-16 – 2.5¢ increase (48.5¢ per \$100 assessed value)**
 - Dedicates 2¢ for transportation bond projects
 - Dedicates 5¢ to five-year CIP
 - Funds 8 additional WPD detectives
 - Continued funding for youth violence reduction and police community engagement programs

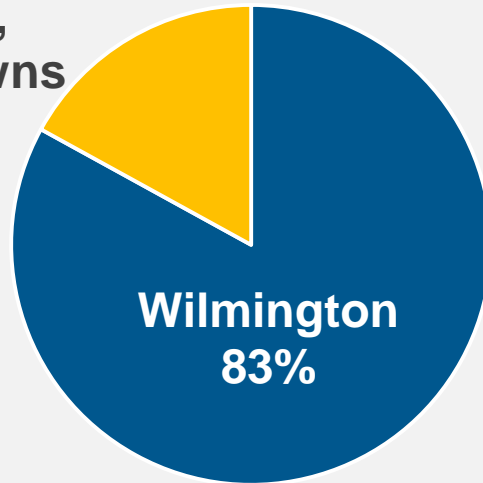
Property taxes

- Property taxes: primary source of funding for General Fund at 59%
- Value of 1¢ on property tax rate = approximately \$1,318,756
- Public safety + debt consumes about 100% of city's property tax collection

New Hanover County Sales tax distribution

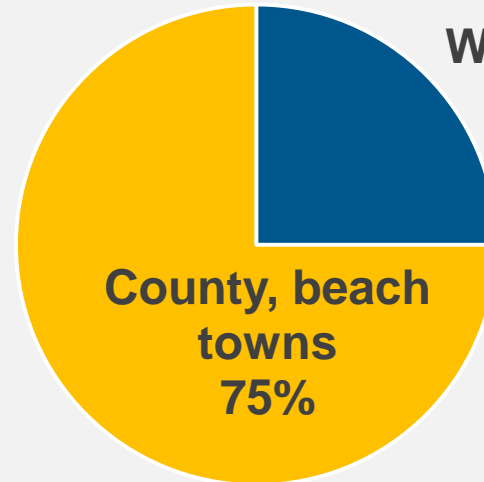
Who generates the revenue

County,
beach towns



Who receives the revenue

Wilmington



Outside Agency Funding

- Competitive application process
- Applications scored, ranked, selected by established criteria
- Total General Fund agency funding is up to 0.7% of the General Fund budget
- Biennial process – agency-awarded funding covers two fiscal years
- FY 15-16 budget = \$664,771

Local budget, finance requirements

- Expansive standards for fiscal accountability:
 - Balanced budget by July 1
 - Fund accounting standards
 - Annual financial report
 - Annual independent audit
 - Budget and Finance officers

Role of Local Government Commission

- Approves, sells all local debt
- Regulates local accounting & financial management
- Provides assistance to local governments
- Sets fund balance guidelines

Debt: Bond ratings

- General obligation (GO): secured by taxes; voter approval typically needed
- NC cities & towns generally have excellent ratings
- Rating agencies: Fitch, Standard & Poor's, Moody
- City's GO ratings: AA+/AAA/Aa1

Debt: Bond ratings

- Rating criteria for GO bonds:
 - Local, regional and state economy
 - Budget & financial management practices
 - Debt burden and management
 - Governance: leadership and planning

Fund balance (reserve)

- City's goal is to maintain 15-20% in undesignated fund balance for:
 - Cash flow needs
 - Emergencies
- Approximately \$28 million savings in FY 15-16 budget, or about 29.5%

Priority city projects

- Convention Center hotel
- Water Street deck redevelopment
- Transportation bond projects
- North Waterfront Park
- Riverfront Park
- Comprehensive Plan

Priority city projects

- Love Grove
- Street resurfacing
- Riverwalk repairs, improvements
- Stormwater drainage improvements
- New fire stations
- Inland Greens redevelopment

Transportation Bond projects

- Love Grove access
- Greenville Loop Trail
- Kerr Avenue Trail
- South College Trail
- Masonboro Loop Trail
- Crosswalks (7)
- Sidewalks (14)
- Eastwood Rd medians
- Dawson & Wooster improvements
- Hurst Drive extension
- Carolina Beach Rd & N. Front St. streetscapes
- Roundabouts (3)
- Intersection improvements (3)

Additional information

- Information request – see form in packet
- City Manager
 - Phone: 341-7810
 - Email: sterling.cheatham@wilmingtonnc.gov
- Website: wilmingtonnc.gov
- Facebook: [cityofwilmington](https://www.facebook.com/cityofwilmington)
- Twitter: [@cityofwilm](https://twitter.com/cityofwilm)